

Amendments to the Claims:

1. (Currently Amended) In a network comprised of a client device and at least two server devices, a method for providing real-time price information upon request, the method comprising:

receiving, at a first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content;

substantially continuously providing the client device updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by a second server in response to a change in the variable data detected by the second server, and wherein updated variable data is published to the client device by the second server; and

receiving an indication to complete a purchase of the offering of the seller directly ~~via~~ at the associate's web site based on input from the client device.

2. (Previously Presented) The method of claim 1, wherein substantially continuously providing the client device updates to variable data referenced in the associate's web site, comprises:

determining by at least one of the client device and the first server device whether the content refers to variable data that is subject to modification by the second server.

3. (Original) The method of claim 1, wherein the providing step comprises: transmitting executable code from the first server to the client device, wherein the executable code executing on the client device periodically establishes a communication

link with the second server to receive any updates to variable data referenced in the content.

4. (Previously Presented) The method of claim 1, wherein the providing step comprises:

transmitting executable code from the first server to the client device, wherein the executable code executing on the client device comprises instructions for:

detecting conditions associated with the client device that indicate a need for updates to the variable data; and

requesting updates to the variable data based on the detected conditions associated with the client device.

5. (Original) The method of claim 1, wherein the method further comprises: providing, by the second server, an interface with a purchasing service.

6. (Previously Presented) The method of claim 1, wherein the providing step comprises:

narrowcasting at least a portion of the variable data; and
providing variable data that has been narrowcasted.

7. (Currently Amended) In a network comprised of a client device and at least two server devices, a method for providing real-time price information upon request, the method comprising:

receiving, at a first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content, and by the second server, variable data of the offering referenced in the content;

substantially continuously providing the client device any updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by the second server in response to a change in the variable data detected by the second server, and wherein updated variable data is published to the client device by the second server; and

receiving an indication to complete a purchase of the offering of the seller directly ~~via~~ at the associate's web site based on input from the client device.

8. (Original) The method of claim 7, wherein the providing step comprises: transmitting executable code from the second server to the client device, wherein the executable code executing on the client device periodically establishes a communication link with the second server to receive any updates to variable data referenced in the content.

9. (Original) The method of claim 7 wherein the providing step comprises: providing, by the second server, an interface with a purchasing service.

10. (Previously Presented) The method of claim 7 wherein the providing step comprises:

narrowcasting at least a portion of the variable data; and
providing variable data that has been narrowcasted.

11. (Currently Amended) A computer-readable medium containing instructions for controlling a data processing system to perform a method for providing real-time price information, said method comprising the steps of:

receiving, at a first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content;

substantially continuously providing the client device updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by the second server in response to a change in the variable data detected by the second server, and wherein updated variable data is published to the client device by the second server; and

receiving an indication to complete a purchase of the offering of the seller directly ~~via~~ at the associate's web site based on input from the client device.

12. (Currently Amended) A computer-readable medium containing instructions for controlling a data processing system to perform a method for providing real-time price information, said method comprising the steps of:

receiving, at first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content, and by the second server, variable data of the offering referenced in the content;

substantially continuously providing the client device any updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by the second server in response to a change in the variable data detected by the second server, and wherein updated variable data is published to the client device by the second server; and

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receiving an indication to complete a purchase of the offering of the seller directly
~~via~~ at the associate's web site based on input from the client device.

Claims 13 – 18. Cancelled.